

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:) Confirmation No. 4901
Bret Alan GORSLINE, et al.) Group Art Unit: 2178
Application No. 10/727,264) Examiner: David Faber
Filed: December 3, 2003)
For: METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC AGGREGATE CREATIVES FOR DISPLAY ON AN ELECTRONIC NETWORK) Date: October 23, 2008
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SUBMISSION UNDER 37 C.F.R. § 1.114

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action dated June 26, 2008, please amend the above-identified application and consider Applicants' remarks as follows. A Request for Continued Examination (RCE) accompanies this reply. In addition, a Petition for a one-month extension of time under 37 C.F.R. § 1.136(a) extending the period for response through October 26, 2008 accompanies this reply. Thus, this response is timely. Any fees required for the RCE and the extension of time are hereby authorized to be charged to Deposit Account No. 19-2380.

In addition, Applicant is submitting herewith the Declarations of joint inventors Brett Alan Gorsline and Ron Hyman Rothman in accordance with 37 C.F.R. § 1.131.

Amendments to the Specification begins on page **2** of this paper.

Remarks/Arguments begin on page **3** of this paper.